Now is your chance to be a part of the fastest-growing women’s sport in North America! Differentiate yourself from the competition by supporting this thrilling, action-packed, skilled, competitive sport with a diverse and fast growing fan base.

The Terminal City Rollergirls (TCRG) is Vancouver’s first all-female roller derby league. Created in January 2006, our league is composed of almost 100 local women who have discovered a new way to combine athleticism and creativity. The Terminal City Rollergirls have a dream, and it’s a big one! Their mission is threefold: to provide live, athletic entertainment that features strong, sassy and smart Vancouver women; to improve each member’s individual athletic ability, self-discipline and character; and to improve the community as a whole. Roller derby is currently the fastest growing women’s sport in North America, and TCRG is at the forefront.

Terminal City Rollergirls is a 100% player-owned and operated, not-for-profit organization. This means every TCRG event has been conceived, orchestrated, and run exclusively by its members and volunteers. The league is made up of a diverse group of women (and a few men): from nurses to construction workers, visual artists, dog catchers, television producers, teachers, stay-at-home moms, mechanics, Downtown Eastside outreach workers, librarians, dental assistants, electricians, and PhD students. Dipping into this talent pool allows TCRG to operate as a successful and dynamic organization.

The TCRG is comprised of 4 house teams The Bad Reputations, The Faster Pussycats, The Riot Girls, Public Frenemy, and their “A” travel team All-Stars.
DERBY FACTOIDS

★ Women’s flat track roller derby leagues in 2001: 1
Women’s flat track roller derby leagues in 2005: 50
Women’s flat track roller derby leagues in 2010: 470 and counting

★ TCRG welcomed over 2000 fans at their home opener in of the spring of 2010, selling out Kerrisdale arena. They ran out of printed tickets, and the fire marshal allowed in another 250 fans. The beer garden ran out of beer and merchandise sold out. Data shows that if TCRG were able to play in a larger downtown venue, attendance would easily reach 3000-4000 spectators.

★ The TCRG cannot keep up with demands to join the league. A 4th house team, Public Frenemy was formed for the 2011 season.

★ TCRG recently tested a live stream of a bout in the Vancouver market, which drew over 800 viewers with a simple post on Facebook, well exceeding the 100 viewers expected.

★ Large corporations are starting to take notice of roller derby’s growing popularity. Redbull recently sponsored large banked track event in Chicago with teams from Los Angeles and Chicago taking part. A national Cheerios commercial featured players from New York’s Gotham Girls, a Prilosec commercial featured players from Fairbanks Rollergirls, some of Seattle’s Rat City Rollergirls have been spokespeople for Aleve and Microsoft, and a recent campaign had the Los Angeles Derby Dolls throwing down for Nike.

The Bad Reputations vs Riot Girls. Photo by: Andy Clark/Reuters
OUR FAN BASE

Our derby fans come from all walks of life. The primary demographic for the Terminal City Rollergirls is 18 – 45, but each bout continues to draw more and more families. We promote an affordable, family-friendly environment, and anyone of any age is guaranteed to have a good time.

MEDIA EXPOSURE

The Terminal City Rollergirls have been showcasing their skills all over BC and National media with features on: CBC, Much Music, CTV Sports, CityTV, Shaw TV, Virgin Radio, CFOX, Jack FM, CBC Radio, The Vancouver Province, 24 Hours Vancouver, The Georgia Straight and The Vancouver Sun, among others. This exposure is year-round, with media saturation reaching its peak 1-2 weeks prior to a bout.

2011 SEASON SCHEDULE

The 2011 schedule consists of 6 large (L) and 5 small (S) bouts:

Feb 11, 2011 (S)
March 5, 2011 (S)
March 19, 2011 (S)
April 9, 2011 - Season Opener (L)
May 7, 2011 (L)
June 4, 2011 (L)
June 25, 2011 (S)
July 9, 2011, (L)
Aug 13, 2011 (L)
Sept 17, 2011 Championships (L)

3rd Annual Inter-Office Roller Derby at 99.3 CFOX on our fave, the Jeff O’Neil show.
Photo by Andi Struction.
## Levels of Sponsorship

<table>
<thead>
<tr>
<th>Package Level</th>
<th>First Out of the Pack</th>
<th>Lead Jammer</th>
<th>Power Jam</th>
<th>Grand Slam</th>
<th>TCRG MVP</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-second Company promo played on scoreboard during all regular season bouts</td>
<td>$1,000</td>
<td>$2,000</td>
<td>$3,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Logo and link on bout flyers and posters (est. distribution: 5000)</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo or Company mention on TCRG-purchased print, radio and TV advertisements</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Trackside signage</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Product sampling or promotional table</td>
<td>1 bout</td>
<td>2 bouts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenting sponsor credit</td>
<td>1 bout</td>
<td>2 bouts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchandise voucher</td>
<td>$25</td>
<td>$50</td>
<td>$100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and link on Website</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Bout shout-outs</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Program advertisement page</td>
<td>1/4 page</td>
<td>1/2 page</td>
<td>Full-page</td>
<td>Full-page</td>
<td>Full-page</td>
</tr>
<tr>
<td>Season tickets</td>
<td>2 general admission</td>
<td>2 general admission</td>
<td>4 general admission</td>
<td>6 w/trackside VIP seating</td>
<td>10 w/trackside VIP seating</td>
</tr>
</tbody>
</table>
To order advertising in the bout program, please contact us at sponsorship@terminalcityrollergirls.com

*Note that ad space may be reserved as a stand alone purchase or may be included as part of a larger complete sponsorship package as described in this info package.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE 5&quot;W X 8&quot;H</td>
<td>$200-450 x 1 BOUT</td>
<td>depending on placement</td>
</tr>
<tr>
<td>1/2 PAGE 4.75&quot;W X 3.25&quot;H</td>
<td>$125 x 1 BOUT</td>
<td></td>
</tr>
<tr>
<td>1/4 PAGE 2.25&quot;W X 3.25&quot;H</td>
<td>$75 x 1 BOUT</td>
<td></td>
</tr>
<tr>
<td>1/8 PAGE 2.25&quot;W X 1.5&quot;H</td>
<td>$50 x 1 BOUT</td>
<td></td>
</tr>
</tbody>
</table>

**Formats Accepted:**
- Illustrator EPS with no linked files, all fonts converted to outlines and transparencies flattened.
- High (300 dpi) resolution TIFF.
- High (300 dpi) resolution JPEG.

**Size:** A size chart is provided. If ads are not sized properly, we reserve the right to shrink or stretch the ad to fit the space paid for.

**Naming:** Please include your business name and the month it will be published in the file name. For example: Yellow Pages ad for the April bout would be named: yellowpages_april.jpg.

**Submitting Files:**
Please email ad files to: sponsorship@terminalcityrollergirls.com

*Ads will be printed in black & white; if you submit a full color ad it will be converted to black & white, the outcome at your own risk.

**Business name association for the following bout elements: $1000 - 3000**

1. MVP award
2. Penalty Box
3. Hits Packages
4. Start Line
5. Centre of the Track Decal
6. Time-Outs
7. Game Demo (demo people provided by TCRG, marketing material provided by sponsor)

**Want to Sponsor a Team or Player?**
**The possibilities are endless - talk to us!**

Back-bottom of team and referee jerseys. Photos by Bob Ayers
Tailor your own package with the TCRG À la carte for the 2011 Season:

1. $2000 ______ Co-host one event with TCRG (our choosing). Co-hosting would allow the sponsor to have a ‘TCRG and _______ presents Bad Reps vs. Riots Girls’ credit.
2. $2000 ______ Full page outside ad in the four 2010 bout programs.
3. $1000 ______ Trackside signage with your company logo for all regular season games. Track signage at this time is defined at venue-approved locations, e.g., off the Referee table, the announcer booth, etc. Location to be determined as it’s dependent on the venue. All signage must be provided by the sponsor, and size and specs must be approved by the facility.
4. $1000 ______ Negotiable promotional offerings of Sponsor’s product and/or booth at 1-2 bouts (non-TCRG staffed, subject to venue approval).
5. $1000 ______ Halftime show sponsor allows company to present/sponsor halftime show and distribute product as prizes (non-TCRG staffed, subject to venue and bout committee approval).
6. $1000 ______ TCRG homepage “Featured Sponsor” logo (to be cycled monthly during the bout season).
7. $1000 ______ Full page ad in bout program for entire season.
8. $625 ______ 1/2 page ad in bout program for entire season.
9. $500 ______ Logo and link on TCRG website in Sponsorship section for the 2011 Season: www.terminalcityrollergirls.com/sponsors
10. $500 ______ Company logo to appear on the TCRG scoreboard for all regular season games. Logo to appear minimum of once each halftime show and once each period.
11. $250 ______ Announcer mentions at each bout for all regular season games. Mentions would take place a minimum of once each halftime show and once each period.
12. $500 ______ Negotiable promotional logo on bout flyers and posters.
13. $375 ______ 1/4 page ad in bout program for entire season.
14. $300 ______ Trackside VIP seating for 10 General Admission tickets for the season.
15. $250 ______ 1/8 page ad in bout program for entire season.
16. $150 ______ “Friend” listing on TCRG website.
17. $75 ______ Two TCRG T-shirts and a $45 Gift Certificate for TCRG merch.
Submit this form along with a cheque made payable to Terminal City Rollergirls to the address below.

In-Kind and trade proposal: please include a description and estimated value of your barter with this form. In Kind sponsorships and evaluations are subject to league approval.

ADVERTISING AGREEMENT FOR SEASON 4, BOUT ______________________________

TERMINAL CITY ROLLERGIRLS (PUBLISHER): ______________ DATE ______________

COMPANY NAME (ADVERTISER): ______________________________________________

ADDRESS: _____________ CITY: _____________ POSTAL CODE ____________________

TELEPHONE: ____________ FAX: ____________ EMAIL: ___________________________

THE FOLLOWING ADVERTISEMENT INSERTION IS HEREBY ORDERED

(Please Check) indicate your level of interest:

PACKAGE LEVEL
__ TCRG MVP - $10,000
__ Grand Slam - $5,000
__ Power Jam - $3,500
__ Lead Jammer - $2,000
__ First Out of the Pack - $1,000

ADVERTISING SPECS
__ AD - Full Outside Back 5”W X 8”H
__ AD - Full Page 5”W X 8”H
__ AD - Full Page 5”W X 8”H
__ AD - 1/2 Page 4.75”W X 3.25”H
__ AD - 1/4 2.25”W X 3.25”H

GENERAL TERMS AND CONDITIONS: All Sponsorship Agreements are subject to the Terminal City Rollergirl’s (herein referred to as the Publisher) approval and acceptance. All Sponsorship Agreements are subject to the Terminal City Rollergirl’s (herein referred to as the Publisher) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the current Sponsorship Rate Card (attached as ‘Schedule A’) and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Publisher, and must be received on or before the Sponsorship Closing Date for the applicable issue. The Closing date for Season 5, shall be March 30 2011 at 5pm PST.

The Publisher will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled issue.

THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PUBLISHER. Advertisers/Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter.

The advertiser/sponsor agrees to indemnify and hold harmless Publisher with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney’s fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this _______ day of ______________________, 2011

Advertiser:________________________________________  Terminal City Rollergirls:

____________________________   ______________________________
Authorized Signature             Representative Signature

_____________________________   ______________________________
Sponsor/Advertiser’s Name (please print)     Representative Name (print)